

Re iterative process: field evaluations and refinements

INSTALLATIONS AND PROBES



In order to quickly evaluate storytelling concepts, explore the layout and quickly deploy probes a Flash AS2.0 prototype was developed.

HIGH FIDELITY PROTOTYPE

A Public Space
Digital Storytelling
Installation



EVALUATION PROTOCOL FOR OUR IDEAS

Greenberg and Buxton argue that evaluation in some cases can be ineffective or even harmful if we blindly follow “by rule” rather than “by thought” [1].

England et al claim that traditional HCI models tell us little about the relationship resulting from the interaction with interactive digital art [2].

With this in mind we defined an evaluation protocol based on work from the analytical framework of Mathew et al [3], the three main user engagement trajectories: *perception*, *interaction* and *engagement* phases [3].

[1] Saul Greenberg and Bill Buxton. 2008. Usability evaluation considered harmful (some of the time). In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '08).

[2] David England, Jill Fantauzzacoffin, Nick Bryan- Kinns, Celine Latulipe, Linda Candy, and Jennifer Sheridan. 2012. Digital art: evaluation, appreciation, critique (invited SIG).

{3} Mathew et Al. Post it note art. 8th ACM conference on Creativity and Cognition, 2011



PILOT PROBE IN OUR LAB MEETING'S SPACE

INSIGHTS

- From a few days probing:
 - Curiosity
 - Puzzled by the ambiguity
 - Creative use
- Next probe:
 - In a bigger, public space,
 - Exquisite corpse experiment,
 - Extend the interface from twitter to a easier immediate input keyboard




MSG INSTALLATION AT THE HALL OF MADEIRA TECNOPOLO

During four afternoons (1pm-5pm) with the installations being perceived by ninety-five (95) passersby.

The virtual airport display was retro projected onto a glass store front with the sound effects of the animations being heard throughout the hall.

PARTIDAS

18. 12

DEPARTURES 



HELLO IM
AIRPORT
YOU TO
OLD FAS
ANK YOU,

THE GHOST IN THE
PANEL, ID LIKE FOR
STOP CALLING ME AN
HIONED DISPLAY, TH
THE PANEL...

02

Minutes Remaining
to view the story of the

Madara Interactive
Technologies Institute

MATI

community-based story telling installation
tweet "@MStoryG your story segment!"

Continue the



MAIN INSIGHTS FROM THE SECOND PROBING

- Users immediately recognized the display as “the one from the airport” and demonstrated curiosity in understanding the purpose of the installation. People wandered if the stories were displayed or coming from the airport.
- Not everyone is an author: “Story telling is hard” Passersby prefer to read the stories then contribute.
- Storytelling and MStoryG require high exposure (high foot traffic) and leisure or waiting spaces locus affordances.



A Public Space
Digital Storytelling
Installation

FNC0313 – UMa Installation

3rd probing

MStoryG was located at the hall of University of Madeira over a 5 week, two-part deployment.

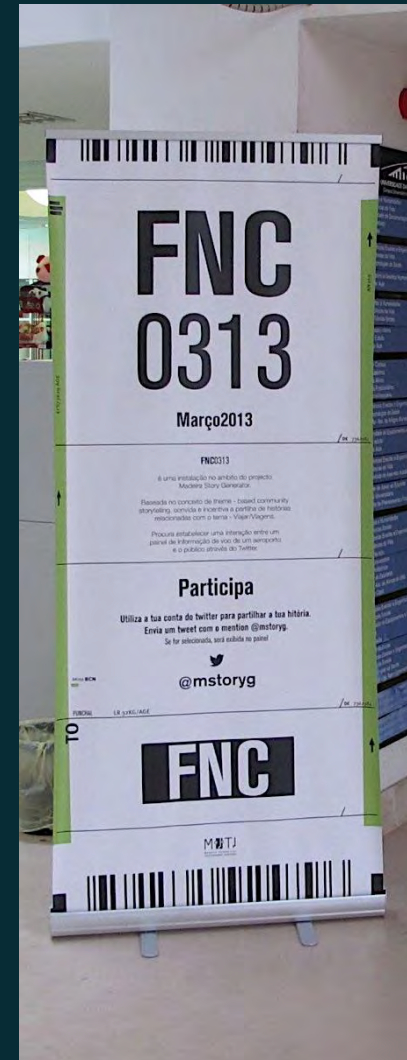
The objective of this installation was to verify our insights from the previous probes while testing three interaction modalities for passersby:

Twitter, Facebook and SMS.

International authors were invited as the main body of content for the installation and a travel-related story theme was defined.

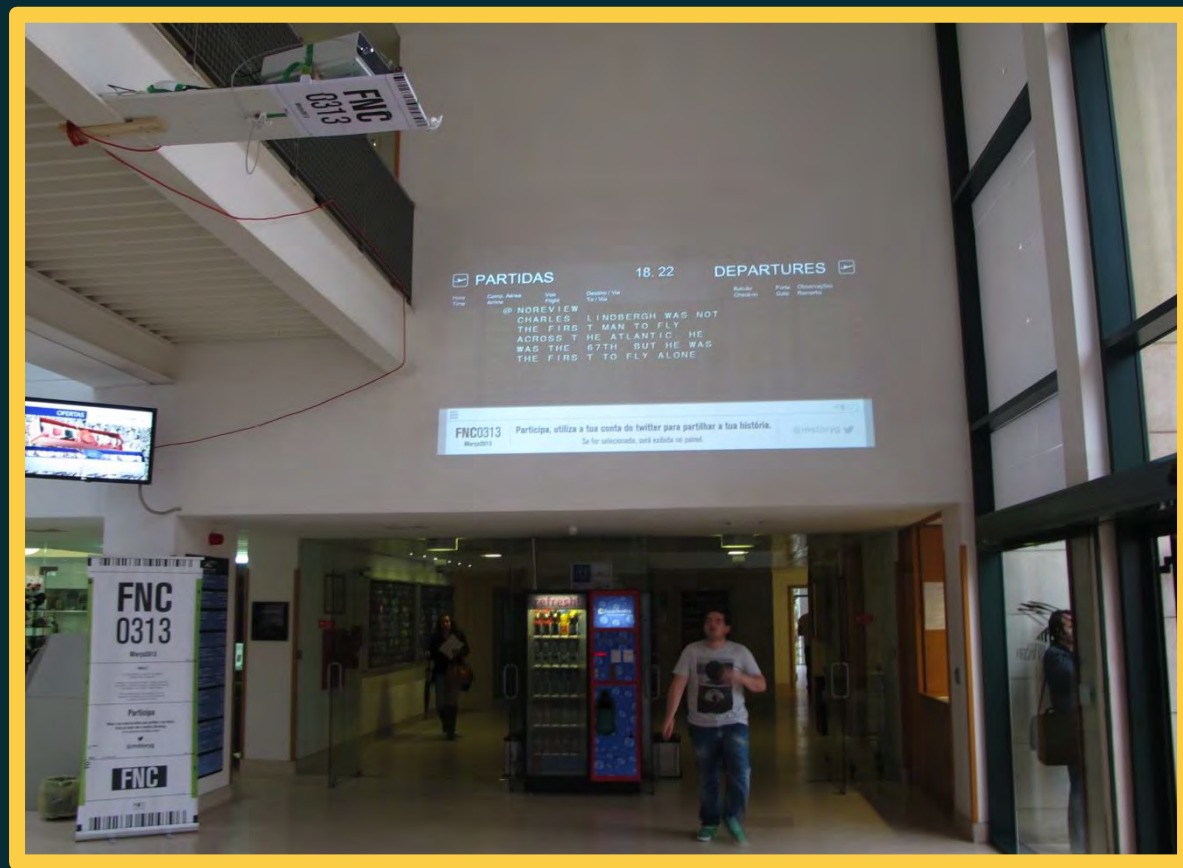


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Call for authors

- We're considering Nano fiction a bit like Twitter Fiction. Our difference is that we aren't limited to 140 characters like Twitter but to the 260 alphanumeric or 360 total flaps. We could have multiple "slides" or "pages".
-
- Keep in mind that we word break for more legibility so realistically you end up with less than 260 characters. If you use the authoring platform then its up to you, the author, to decide how to break the words thus you may use the 360 characters.



MSTORYG'S FNC0313 3RD INSTALLATION DEPLOYED AT THE UNIVERSITY'S MAIN ENTRANCE HALL

A projector displayed stories while speakers were used for the sound animations. A roll up and some posters with origami planes were spread around campus describing the installation and enticing contribution.



PARTIDAS

18. 26

DEPARTURES



Hora
Time

Comp. Aerea
Airline

Voo
Flight

Destino / Via
To / Via

Balcão
Check-in

Porta
Gate

Observações
Remarks

@ AIRPLANE READING
RAIN AS A MEDIATED THING
AT AIRPO RTS DROPLETS ON
WINGS ST REAMS SYPHONED
INTO GUT TERS ANIMATIONS OF
IT ON SC REENS.



FNC0313

Março 2013

Participa, utiliza a tua conta do twitter para partilhar a tua história.

Se for seleccionada, será exibida no painel.

@mstoryg

MNTJ /

PARTIDAS

Hora Time
 Comp. Aerea Airline
 Voo Flight
 Destino / Via To / Via
 @ ANIMISMU
 RITA HAS NEW PETS


18. 26

DEPARTURES

Balcão Check-in
 Porta Gate
 Observações Remarks

FNC0313
 Março 2013

Participa, utiliza a tua conta do twitter para partilhar a tua história.
 Se for seleccionada, será exibida no painel.

M@TJ /
 @mstoryg 

TWITTER AND FACEBOOK INPUT PAGES



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FNC0313 – the STUDY

- Installation ran for five weeks over a two month period (before and after Easter break).
- Sixteen observation sessions were performed totaling fifteen (15) hours.
- Four invited authors and writers, two American and two Portuguese, contributed with forty-six (46) stories while eight (8) passersby contributed with nine (9) stories.



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FNC0313 – the FINDINGS

- During our semi-structured interviews, passersby referred to preferring to read the stories rather than sharing their own. Reasons ranged from people not feeling up to the job, to not wanting to share, privacy and lack of interest in authoring...Lack of familiarity with twitter
- The display being a virtual prototype had intrinsic problems: visibility with light condition changing, ambiguity suffered..*why an airport display if it is a flash replica anyway*..Lack of physicality which was a big attraction factor with the real board
- Authors were excited in participating. Both the American authors were accustomed to this notion of very short stories or Twitter Fiction. The Portuguese writers felt compelled to write quality stories in 140 characters and felt rewarding when they surpassed the challenge.
- One of the authors commented on how the installation was a “fascinating intersection between technology and humanities”. Another author described the storytelling medium as “thrilling” and “thought provoking”.

SUMMARY OF INSIGHTS

Passers by find providing stories a difficult task

Privacy is an issue, and also asking people to write up a story is a bit task. A comment or a sentence about their preferences might elicit more response (see Candy Chang)

Or comment of news of public domain.. With an author as moderator and provocateur (See Jenny Holtzer)..

Professional writers and artists are enthusiast

Professional writers and artists are thrilled by the challenge of new media, the ambiguity of the board, and the 15 min. of fame claim. More formats can be explored and different types of authors can be involved, from journalists, to comics artists etc..

Authoring platform for the board: not only textual

A more flexible authoring input would help people participate. Also allowing graphics and animations to be inputted, that would inspire visual artists and graphic designers to participate

Virtual prototype versus real physical board

There is difference between the reaction of people to the real board and the virtual prototype. The physicality of the board has a lot of charm, and really makes the display work as a ambiguous and repurposed object, Challenging authority and democratizing information. The Hi Fi prototype does not function in the same capacity.



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Final installations deployment with the physical Solari display

MSG AT FUNCHAL AIRPORT

Mstory G Physical installation at the Airport of Madeira - baggage retrieval hall.



CHEGADAS

Hora Time	Comp. Aérea Airline	Voo Flight	Destino / Via To / Via
		-NANOISM	
		THERE WA S TIME. SH	
		GRABBED HER BAG PH	
		THE CAR. YOU STILL	
		DEPARTUR ES WAIT FO	
		SHED GIV E HIM ANOT	
		CHANCE - FOR HAWAI	

Share your story via
SMS, Facebook or Twitter.



+351 968 270 028



facebook.com/mstory



@mstoryg

Envia-nos a tua história através
de SMS, Facebook ou Twitter.



Or write your story here
Ou escreve a tua história aqui

Installation by



Partnered by





CHEGADAS

1321

ARRIV

Hora
Time

Comp. Aérea
Airline

Voo
Flight

Destino / Via
To / Via

Balcão
Check-in

Porta
Gate

-PETER T HOMAS
AT CHECK -IN BOB SUGGESTED
WE UPLOA D IT ALL TO THE
CLOUD. W E NOTICED A TUT
FROM THE QUEUE BEHIND US.
IT WAS E DWARD SNOWDEN.
EAVESDRO PPING.



Open Issues

- Challenging authority: Top down Control issues still at work:
 - Airport authorities interference - The location was not ideal, neither the position in the room...but they did give us permission...
- Difficulties in engaging the general public
 - Use of news or provocations (Jenny Holtzers style)
 - Creating engaging and privacy sensitive calls for the public to engage (Candy Chang).
 - Payoff for posting on the board unclear
- Specific and flexible MSG Authoring Platform
 - Authors loved it. Publishing on unusual platform; publishing in real time at a distance, on public display; repurposing issues;
 - More than text: Engage visual artists and designers to provide entertainment through the board

Open Issues

- Now the MSG Board at the institute is used for experiments..
- Open storytelling challenges (creative writing class), internal announcements, showing off with guests, occasional story still appears...
- Waiting to find a student that wants to take it to the next level: IDEAS?
- What would YOU use it for?



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CHEGADAS

000

ARRIVALS



Hora Time	Comp. Aérea Airline	Voo Flight	Origem / Via From / Via	Estimada Expected	Observações Remarks
15.00		REITOR	CASTANHEIRA COSTA		CHEGADA ARRIVED
15.00		VP GR	JOAO CUNHA E SILVA		CHEGADA ARRIVED
15.00		SRERH	JAIME FREITAS		CHEGADA ARRIVED
15.00		SRCTT	CONCEICAO ESTUDANT		CHEGADA ARRIVED
15.00		P. CG UMA	FRANSISCO COSTA		CHEGADA ARRIVED
15.00		D. CMU PT	JOAO CLARO		



CHEGADAS

930

ARRIVALS

Hora
Time

Comp. Aérea
Airline

Voo
Flight

Origem / Via
From / Via

Adatada
Adapted

Observações
Remarks

17.00

TALK BY

ELISE LECLERC

USING TECHNOLOGY
TO ADDRESS
SOCIAL ISSUES

CHEGADA
ARRIVED

5 PM

M-ITI CLASSROOM

INFO

WWW.M-ITI.ORG

FB MADEIRAITI





CHEGADAS

125

Hora
Time

Comp. Aérea
Airline

Voo
Flight

Origem / Via
From / Via

MY PARENTS FOUND ME
WORKING THE KEYBOARD WITH
MY NOSE. MOM CRIED. DAD
UNCHAINED MY HANDS
REALIZING THERE WAS NO
CURE FOR BEING A WRITER.



CHEGADAS

759

ARRIVALS



Hora
Time

Comp. Aérea
Airline

Voo
Flight

Origem / Via
From / Via

Estimada
Expected

Observações
Remarks

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PUBLICATIONS:

CHIITALY 2013

Competing for your attention: generating curiosity through a repurposed airport public display

ICIDS 2013:

Storytelling and the use of social Media in digital Art Installations

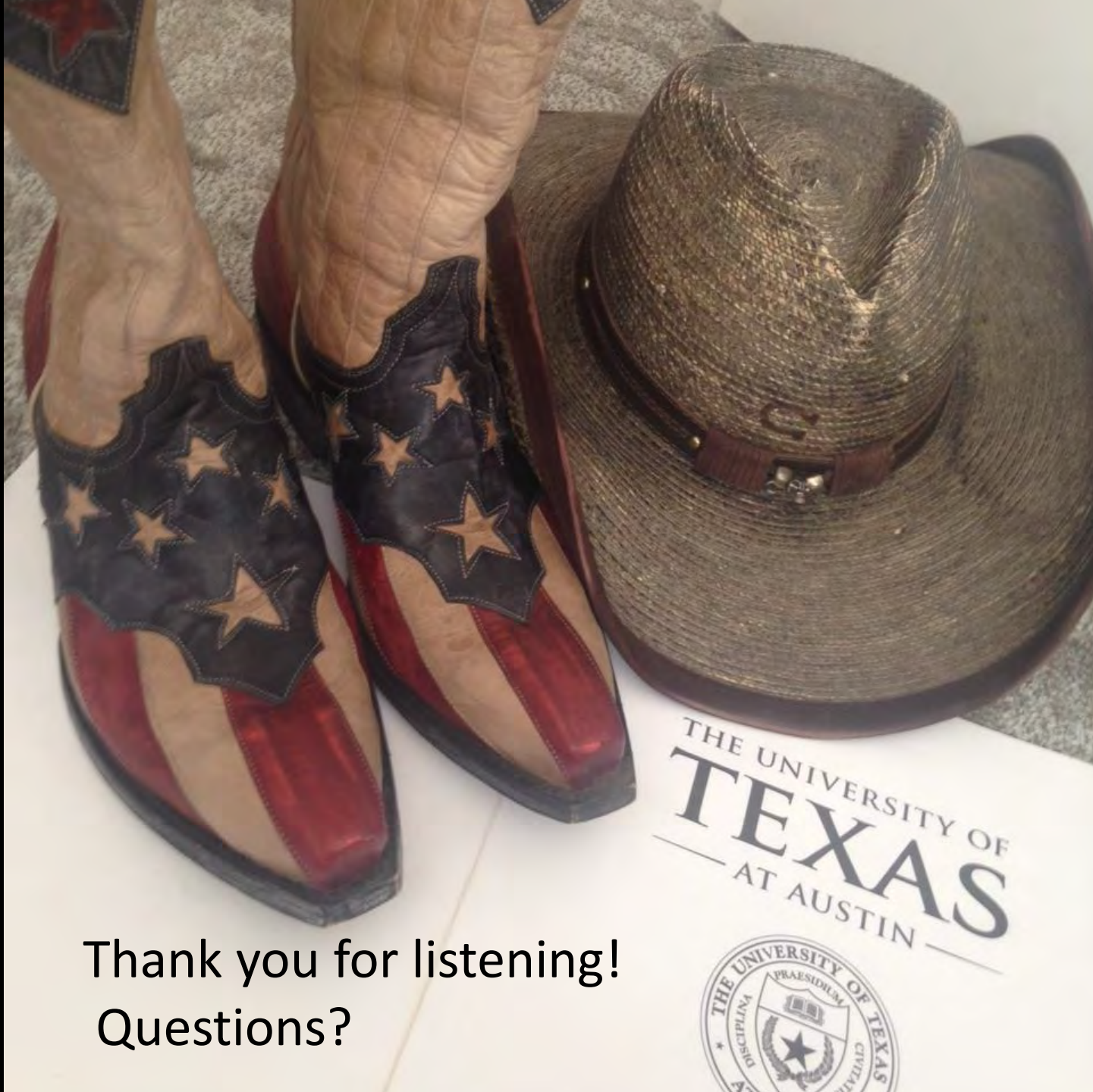
INTERACT 2015:

MstoryG: Exploring serendipitous storytelling within high anxiety public spaces



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Thank you for listening!
Questions?